

MM 93-48

July 16, 1994

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street N.W., Room 814
Washington, DC 20554

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JUL 21 1994

FCC MAIL ROOM

Dear Sir:

The main request we are making is to strengthen the guidelines for enforcement of the Children's Television Act of 1990 to provide more educational and informational programs for children.

The national Association for Family and Community Education volunteer organization has been working to improve television programming for children and I am a member of that organization.

FCC must stand up for children and come up with guidelines for a clearer definition of educational programs, and require that these programs be shown at times when children are most likely to be watching.

Children need special consideration. They are the country's future!

Television is a powerful influence in today's world please won't you help us?

Sincerely,

Doris Gilbert Graham

Doris Gilbert Graham
RT 6, Box 279
Killen, AL 35645

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MM93-48

Abbeville, Alabama

July 14, 1994

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street N.W., Room 814
Washington, DC 20554

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FCC MAIL ROOM

~~Emma W. Esqu~~
~~21 E. Chandler St~~
~~Abbeville, AL 36310~~

Dear Mr. Hundt:

Television is a big and powerful
influence on our children and grand
children.

We need to be more careful
what is on TV and to know
it influences our children -

I am a Senior Adult and it
is so much trash on TV that
I turn it off.

I hope you will help to do
something to improve the programs
for children on TV.

Sincerely
Emma W. Esqu

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July 14, 1994

The Honorable Reed Hundt, Chairman
Federal Communications Comm.
1919 M. St., N.W. Room 814
Washington, D.C.

Dear Mr. Hundt:

I was writing in regard to the Children's
Television Act of 1990.

Our local station offers some programs
for children as does Fox 21, but NBC,
CBS, & ABC very seldom has a program
that is fit for a child to watch it.

If there were more education programs
for our children to watch they would be
able to learn from them & it would help
them with their schooling. Some of these
children never get any help from home
and if they are slow & get behind they will
more than likely drop out.

Also we need more funding for the schools.
With more funding the schools could offer more
televised programs in school for the children.
Thanks for your consideration.

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Texas Association For
Family & Community Education

Charlotte H. Watson, State President

814 Shepherd Road, Georgetown, TX 78628-3816
(512) 863-4963 FAX 512-930-4407

MM 93-48

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July 17, 1994

TO: The Honorable Reed Hundt, Chairman
Federal Communications Commission
RE: Strengthening Guidelines to Enforcement
of the Children's Television Act

The Children's Television Act of 1990 was a great beginning. However, the successful passage of this act cannot be the end. No matter how much we agree that it is ultimately the responsibility of the parents as to what their children watch, we understand the reality of what's happening in many of today's homes. Many parents are not there when their children are vegetating in front of the television. Still other parents don't really care what their kids are watching just so they're quiet and not bothering them.

Therefore, if the Children's Television Act of 1990 is going to have any effect at all, the guidelines for enforcement must be strengthened. The National Association for Family and Community Education (NAFCE) began three years ago heightening the awareness of our members nationally and working to improve television programming for children. Likewise, the NAFCE affiliate in Texas, the Texas Association for Family and Community Education, has also been involved in projects that will result in improved programming available for children to watch.

The children of America are not their own advocates. They need organizations such as ours to stand up for them and let our voices be heard on their behalf. We need the support of the FCC in strengthening the enforcement of this act on the behalf of America's children today that will be America's adults tomorrow. The guidelines should clearly define "educational programs" and require that they be shown when children are most likely to be watching.

It's a known fact that television is a powerful influence on children of all ages. Just ask the advertisers! Therefore, there is tremendous potential for the educational use of television. An hour a day would be a minimum amount of educational programs specially targeted for children and applicable for their age range.

Many television stations have not tried, in good faith, to provide educational and informational programs especially for children. To meet the new FCC requirements, they have come up with descriptions of programs they already have on the air to justify them as educational. Sometimes they have shown educational programs in the early morning hours when children should be still asleep!

Some television networks and stations have developed quality educational programs since the 1990 Act. I believe that with clearer guidelines, more such programs would be produced. The FCC has the authority to put the muscle in the enforcement of this act so that it becomes a landmark act not just words on paper. I trust that you will do all that is in your power to strengthen the guidelines for enforcement and then to see that the enforcement guidelines are followed.

Sincerely,

Charlotte H. Watson

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R. R. 1 Box 14
St. Elizabeth, MO 65075
July 14, 1994

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JUL 21 1994

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The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street N. W., Room 814
Washington, DC 20554

Dear Sir:

At a meeting of the Miller County Council for Family and Community Education Association today representatives from the six local FCE clubs voted that I request the strengthening of guidelines for enforcement of the Children's Television Act of 1990 to provide more educational and informational programs for children. Local FCE clubs have participated in efforts of the National Association for Family and Community Education in the past to improve television programming for children. We believe that children need special consideration because they are our country's future leaders.

It is imperative that the FCC provides guidelines for a clearer definition of what an educational and informational program should be, and requires that such programs be shown at times when children are most likely to be watching. Television is a powerful educational tool; however, many television stations have not tried to provide educational programs especially for children. Descriptions of programs, already being aired, have been given to the FCC to justify that they (stations) are meeting the new FCC requirements. I personally have seen programs being aired very early in the morning when children are probably not watching. A few excellent programs have been developed as a result of the Children's Television Act. I believe most of these are on Cable TV to which not everyone subscribes. With clearer guidelines, more quality programs should be produced. An hour a day would be a minimum reasonable amount of educational programs specially targeted for children and all stations should be expected to promote this.

Television has a great potential for influence on children. Many children's programs are designed to sell--toys, food, etc. Educational needs are not a priority when programs are developed. Instead of emphasis on sales, promotion of what is good, physically and morally, is what is needed. The leaders of tomorrow, our children, must grow up with integrity, so they can capably lead our country in the 21st century. Good television is one way to accomplish this.

Sincerely yours,

Mary Ann Lindenbusch

Mary Ann Lindenbusch, President
Miller County Association for Family and Community Education
(Six clubs--approximately 75 members)

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MM 93-48

JUL 21 1994

FCC MAIL ROOM

July 7, 1994

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M. Street N W, Room 814
Washington, DC 20554

Honorable Hundt,

This letter is written on behalf of all children across America who watch television.

As concerned citizens regarding today's programming we would like to request that the guidelines be strengthened for enforcement of the Children's Television Act of 1990 to provide more educational and informational program for children.

As members of the National Association of Family and Community Education Volunteer Organization we have written our local television stations encouraging them to take a closer look at programming which our children watch. Our response from local stations has been that they are following FCC guidelines and are for the most part showing educational and clean programs. Won't you take a look at this? Television is a powerful influence. What type of influence is television sending? Are educational programs at 6:00 AM meeting the needs of their intended audience? Is murder, sex, rape and foul language what we want America's children to see?

Please consider our request and understand that America wants television cleaned up!

Thank you for your time.

Sincerely, *Eileen Norwood*

*Ann Huffines
Leona Davis
Juanita Sloan
Helma Peery
Irene Hudson
Janie Kay
Marla Nibler
Courtney Pickering*

Members of the Murray County FCE Council
The Great State of Oklahoma

Doris Reynolds
Joy Family & Community Education Club
713 West 11th
Sulphur, Ok 73086

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MM 93-48

Dr. Lauren Scott Jones
Dr. Russell L. Jones

JONES

CENTER OF CHIROPRACTIC

2323 West Main Street, Suite 109
Dothan, Alabama 36301
(205) 794-9333

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JUL 21 1994

FCC MAIL ROOM

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street N.W., Room 814
Washington, DC 20554

Dear Mr. Hundt:

Few things in my life have caused me more fulfillment than when I became a parent almost one year ago. I'm sure that you can understand the pride one feels, the blessing one experiences with the realization that one is responsible for having brought a new life into this world.

Responsibility. I do not take mine lightly. I have great concern and interest in all that may impact my son's interaction with this world. It is my responsibility, then, to make sure that exposure to his development is positively oriented and bounteous of values, priorities, and reason.

It is with this sense of responsibility that I write to you today. I am in strong support of the National Association for Family and Community Education- a volunteer organization which works to improve television programming for children. The NAFCE has enlightened me regarding the importance of reform as it relates to the Children's Television Act of 1990, and I have taken it upon myself to enlighten the families of my patient's to the same.

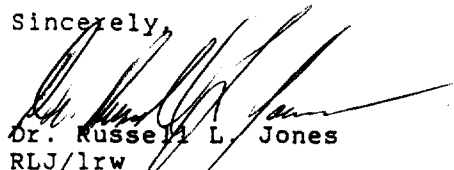
Mr. Hundt, our children need priority. They are America's future. Ours is a considerable burden to insure that they are well founded with a strong appointment of values, morals and ethics. There is no tougher battlefield for these merits than that of television.

It is plain to understand that the FCC, by definition, would have a substantial impact upon the effectiveness of children's television programming. Therefore, the FCC simply must take a stand for our future with reform of the Children's Television Act. This reform should include stronger guidelines which clarify the definition of educational programs.

Also, many of the excellent educational programs are aired at times when children are not watching, such as 5:30 or 6:00 a.m. It is my understanding that television stations do so in order to meet the new FCC requirements. The fairness of this strategy seems a bit contrived to me. I believe that the fairness of this directly impacts the family unit. "Families", as you and I understand them, are enough of a rarity as it is. Let's not add to the stress of the family unit by expecting family group involvement at such an early hour.

In closing, I acknowledge that excellent programs have been developed as a result of the Children's Television Act. With clearer guidelines, however, more quality programs may be produced. Even in some small way, that will make sure our children and grand-children are left with a better place in which to live. Please make your considerations with the concern of our children, America's future.

Sincerely,


Dr. Russell L. Jones
RLJ/lrw

cc: Mrs. Mildred Dyer
Mrs. Bernice Murphy
President Bill Clinton

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FCC MAIL ROOM

Route 1, Box 94

Livingston, Alabama 35470

July 13, 1994

Hon. Reed Hundt, Chairman
Federal Communication Commission
1919 M Street N. W., Room 814
Washington, DC 20554

Dear Sir:

This letter comes in defense of the Improvement of Television Programs which are shown to Children.

Children are our greatest assets when we shall depend on for our future leadership in all phases of life. Since Television is a powerful medium for teaching and learning, its programs should be carefully planned or selected.

Television Programs should be planned according to age level and needs of the children and for the development of good moral character. Secondly, programs should be shown when children are most likely to be watching.

As a member of the National Association for Family and Community Education Volunteer Organization, I join in asking FCC to provide adequate guidelines for Better Educational Television Programs for Our Children.

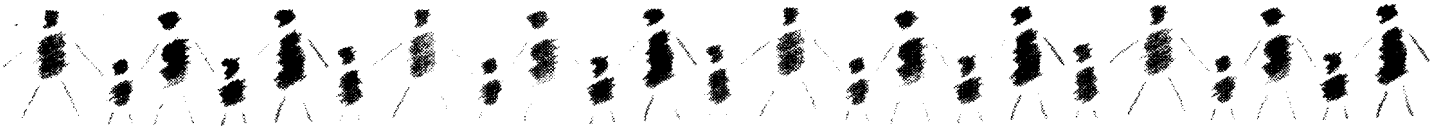
Sincerely yours;

Sallie M. Bell

(Mrs.) Sallie M. Bell

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ParentAction

Where Parents Belong

July 18, 1994

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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JUL 21 1994

FCC MAIL ROOM

Dear Chairman Hundt:

PARENT ACTION is a national membership organization of parents created by Dr. T. Berry Brazelton and others to work with parents on behalf of today's families. PARENT ACTION serves as a catalyst to bring parents together to restore a sense of community and advocate family supportive policies and practices in the work place, government and media. I am writing to urge you to defend the best interests of our nation's children by strengthening the guidelines for the Children's Television Act.

Millions of American children grow up facing constant crises such as hunger, poverty, family problems and violence -- leaving them ill-prepared to learn in school. Millions more are educated in underfunded and troubled school systems. The number of school drop-outs and illiterate high school graduates increases dramatically each year. These trends imperil our nation's health, security and future.

Television has an unparalleled influence in the lives of all Americans and can play an unprecedented role in nourishing the minds of our nation's children. Today children have better access to sensationalistic talk shows, violent cartoons, and adult sitcoms than they do to programming designed to enrich their minds. This must change.

The market forces, which govern how shows are developed and aired, are biased against educational programming for children. We cannot leave the educational needs of our nation's children in the unseen hands of market forces. Inaction has already led to the dominance of shows cynically designed to serve as marketing vehicles for toys, candy and other products.

The FCC must stand up for children. The FCC must provide broadcasters with a clearer definition of "educational" programming and ensure that television stations air at least one hour a day of these shows between 7:00 am and 10:00 pm in regularly scheduled time slots. America's children are counting on you.

Sincerely,

Rosalie Streett

Rosalie Streett
Executive Director

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